Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

    1. (Currently Amended)   A contents rental system, comprising:

    a content producer for producing a content;

    a rental business server, disposed in a store managed by a rental business operator, for recording the content produced by said content producer and downloading the contents to a record medium corresponding to a command issued by a customer; and

    a reproducing device, disposed ~~in a house~~on a premise of the customer, for reproducing the contents from the record medium~~.~~;

    wherein the record medium comprises a controlling portion controlling at least one of the recording or the reproducing of the content through at least one of the methods of confirming an encryption code or checking whether a predetermined time has elapsed.

    2. (Currently Amended)   The content rental system as set forth in claim 1,

    wherein said rental business operator records an advertisement picture to the record medium along with the content such that the advertisement picture is reproduced by the reproducing device disposed on the premise of the customer.

    3. (Currently Amended)   The content rental system as set forth in claim 2,

    wherein when an icon contained in the advertisement picture is clicked when the advertisement picture is reproduced by the reproducing device disposed on the premise of the customer, said reproducing device is connected to an advertisement server through the Internet.

    4. (Original) The content rental system as set forth in claim 1,

    wherein the record medium comprises:

    a content storing portion for storing the content encrypted;

    a memory for storing a decryption key for decrypting the content encrypted; and

    a capacitor for backing up said memory,

wherein said capacitor is charged by said rental business server.

5. (Original) The content rental system as set forth in claim 1,

wherein the record medium comprises:

a content storing portion for storing the content;

a memory for storing a control algorithm for reading the content; and

a capacitor for backing up said memory,

wherein said capacitor is charged by said rental business server.

6. (Original) The content rental system as set forth in claim 1,

wherein the record medium comprises:

a content storing portion for storing the content encrypted;

a memory for storing a decryption key for decrypting the content; and

a timer for causing the decryption key stored in said memory to be erased when a predetermined time period elapses after the record medium is connected to said rental business server.

7. (Original) The content rental system as set forth in claim 1,

wherein the record medium comprises:

a content storing portion for storing the content;

a memory for storing a control algorithm for reading the content; and

a timer for causing the control algorithm stored in said memory to be erased when a predetermined time period elapses after the record medium is connected to said rental business server.

8. (Previously Presented) The content rental system as set forth in claim 6, further comprising:

a capacitor, charged by said rental business server, for supplying a power to said timer.

9. (Currently Amended)   A content rental system for downloading a content to a record medium of a customer and managing security of the content corresponding to data stored in an IC card of ~~the~~ a customer, comprising:

a content producer for producing the content;

a management center for delivering the content produced by said content producer to a plurality of rental business operators;

a rental business server, disposed in a store managed by each of the rental business operators, for recording the content delivered from said management center, downloading the recorded content to the record medium corresponding to a command issued by the customer, ~~and managing the security of the content corresponding to the data stored in the IC card~~ wherein the content on the record medium is encrypted based on data stored on the IC card electrically connected to said rental business server; and

a reproducing device, disposed ~~in a house~~ on a premise of the customer, for restoring and decrypting the content from ~~the~~ said same record medium ~~and managing the security of the content corresponding to the data stored in the IC card~~, wherein the reproducing device decrypts the content using the data stored on said same IC card electrically connected to said reproducing device.

10. (Original) The content rental system as set forth in claim 9,

wherein when the IC card is set to said reproducing device, said reproducing device authenticates the IC card and the IC card authenticates said reproducing device.

11. (Original) The content rental system as set forth in claim 10,

wherein said reproducing device is authenticated by a process in which said reproducing device transmits a reproducing device public key certificate to the IC card and the IC card authenticates the reproducing device public key certificate, and

wherein the IC card is authenticated by a process in which the IC card transmits an IC card public key certificate to said reproducing device and said reproducing device authenticates the IC card public key certificate.

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12. (Original) The content rental system as set forth in claim 10,

wherein said reproducing device is authenticated in such a manner that the IC card encrypts a random number using a reproducing device public key and transmits the encrypted random number to said reproducing device, that said reproducing device decrypts the encrypted random number using a reproducing device secret key and transmits the decrypted random number to the IC card, and that the IC card authenticates said reproducing device using the decrypted random number.

13. (Original) The content rental system as set forth in claim 10,

wherein the IC card is authenticated in such a manner that said reproducing device encrypts a random number using an IC card public key and transmits the encrypted random number to the IC card, that the IC card decrypts the encrypted random number using an IC card secret key and transmits the decrypted random number to said reproducing device, and that said reproducing device authenticates the IC card using the decrypted random number.

14. (Original) The content rental system as set forth in claim 9,

wherein when the IC card is set to said rental business server, said rental business server authenticates the IC card in cooperation with said management center.

15. (Original) The content rental system as set forth in claim 14,

wherein the IC card is authenticated by a process in which the IC card transmits an IC card public key certificate to said management center through said rental business server and said management center authenticates the IC card public key certificate.

16. (Original) The content rental system as set forth in claim 14,

wherein the IC card is authenticated in such a manner that said management center encrypts a random number using an IC card public key and transmits the encrypted random number to the IC card through said rental business server, that the IC card decrypts the encrypted random number using an IC card secret key and transmits the decrypted random number to said management center through said rental business server, and that said management center authenticates the IC card using the decrypted random number.

17. (Original) The content rental system as set forth in claim 14,

wherein when the IC card is set to said rental business server, the IC card transmits a reproducing device public key certificate to said management center through said rental business server and said management center authenticates said reproducing device corresponding to the reproducing device public key certificate.

18. (Original) The content rental system as set forth in claim 9,

wherein when the record medium and the IC card are set to said rental business server and the customer selects a content, said rental business server transmits contract information to the IC card,

the IC card encrypts the contract information and transmits the encrypted contract information to said management center through said rental business server,

after said management center decrypts the encrypted contract information and authenticates the contract information, said management center encrypts an encryption key of the content selected by the customer and transmits the encrypted content to the IC card through said rental business server,

after the IC card decrypts the encrypted content encryption key and authenticates the content, the IC card transmits a normal completion message to said rental business server, and

said rental business server receives the normal completion message and downloads the content to the record medium.

19. (Original) The content rental system as set forth in claim 9,

wherein when the record medium and the IC card are set to said reproducing device, said reproducing device transmits a content encryption key transmission request to the IC card,

the IC card receives the transmission request, encrypts a content encryption key, and transmits the encrypted content encryption key to said reproducing device, and

after said reproducing device decrypts the encrypted content encryption key and authenticates the decrypted content encryption key, said reproducing device reproduces the content using the decrypted content encryption key.

20. (Previously Presented)   The content rental system as set forth in claim 7, further comprising:

a capacitor, charged by said rental business server, for supplying a power to said timer.

21. (New)   The content rental system as set forth in claim 9, wherein the IC card comprises a timer powered by a battery, said timer causing a portion of the data stored in the IC card to be erased after a predetermined time.